

For Immediate Release: November 30, 2017
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The Buckle, Inc. Press Release Narrative for 11/30/2017

Our November 30, 2017 press release reported that comparable store sales, for stores open at least one full year, for the four-week period ending November 25, 2017, were down 3.6 percent in comparison to the prior year four-week period ending November 26, 2016. Total net sales for the four-week fiscal month were down 4.0 percent to \$78.3 million compared to net sales of \$81.5 million in the prior year four-week fiscal month.

On the men's side of the business, total sales for the four-week fiscal period ending November 25, 2017 were up approximately 1.0 percent in comparison to the prior year four-week fiscal period ending November 26, 2016. The men's business represented approximately 53.5 percent of total sales for the month versus approximately 50.0 percent in the prior year fiscal November. For the fiscal month, overall price points on the men's side of the business were down approximately 3.5 percent.

On the women's side of the business, total sales for the four-week fiscal period ending November 25, 2017 were down approximately 11.0 percent in comparison to the prior year four-week fiscal period ending November 26, 2016. The women's business represented approximately 46.5 percent of total sales for the month versus approximately 50.0 percent in the prior year fiscal November. For the fiscal month, overall price points on the women's side of the business were up approximately 1.0 percent.

Within the men's and women's categories combined, accessory sales for the fiscal month were down approximately 11.0 percent in comparison to the prior year fiscal November, while footwear sales were up approximately 1.5 percent. These two categories accounted for approximately 8.0 percent and 6.5 percent, respectively, of the current fiscal November net sales. This compares with approximately 9.0 percent and 6.0 percent for each of these categories for the same period in the prior year. Average accessory price points were up approximately 5.0 percent and average footwear price points were down about 1.5 percent for the fiscal month.

For the fiscal month, UPT's decreased slightly and the average transaction value decreased approximately 1.0 percent, compared to the prior year fiscal November.

Buckle currently operates 462 retail stores in 44 states compared to 471 stores in 44 states as of November 30, 2016.

It is our Company policy not to provide any guidance on current sales or to project results for the next quarter. Additionally, any forward-looking statements made during this commentary involve material risks and uncertainties and are subject to change based on factors which may be beyond the Company's control. Accordingly, the Company's future performance and financial results may differ materially from those expressed or implied in any such forward-looking statements. Such factors include, but are not limited to, those described in the Company's filings with the Securities and Exchange Commission.